

# GRID

BIKE SHARE

**October 1 - October 31  
2017 Report Tempe**



GRID Bike Share is Operated By:



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# SYSTEM SNAPSHOT

Table 1

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	112	32
Active Virtual Stations	0	0
Active Bikes (averaged over the month)	811	N/A
<b>Trips</b>		
Total Trips	8,415	3,553
Trips Per Day (average)	271	115
Utilization Rate (trips per bike per day)	.33	.06
<b>Active Members</b>		
Total Membership	17,964	N/A
Monthly/Yearly Plans	905	N/A
Pay-As-You-Go & 7 Day Plan	17,095	N/A
<b>Revenue</b>		
Total Revenue	\$28,020	\$5,845.79
<b>Maintenance/Customer Service Activity</b>		
Total CS Cases Created	151	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

# Membership

## New/Total Active Members (Full System)

Table 2

Membership Type	New Sign Ups	Total Active Members
Student	27	320
Monthly	77	317
Annual	0	199
Other	16	69
Pay As You Go	739	16,556
7 Day Pass	182	500
<b>TOTAL</b>	<b>1,041</b>	<b>17,961</b>

# Trips

## Cumulative Trips Per Day of the Week October 2017 (Tempe Only)

Table 3

M	T	W	Th	F	Sa	Su
605	546	479	474	411	571	467

## Trip Initiation Method (Tempe Only)

Table 4

Mobile	189
Keypad (manually entered)	3,292
Keypad RFID Card	65
Website	7

Table 5

	October (Full System)	YTD	Tempe Only	YTD
Total Trips Taken	8,415	55,519	3,553	14,303
Total Miles Ridden	13,584	92,849	6,445	26,404
Avg Trip Distance	1.9	1.5	1.8	2.1
Avg Trip Time	23:19	25:37	24:47	25:11
Avg Weekday Trips	270	169	125	84
Avg Weekend Day Trips	620	370	130	73
Holds	357	3,144	N/A	N/A
Ended out of Hub	552	4,481	297	1,225
Ended out of System Area	2	94	1	32

Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the "full system".

**Trip Stats by Member Type (Full System)**

**Table 6**

Member Type	Oct Trips	%	Trips YTD	% YTD
Pay-as-you-go	2,862	34%	22,450	40%
7 Day Pass	1,211	14%	8,868	16%
Annual	498	6%	4,292	8%
Monthly	2,931	35%	14,281	26%
Student	244	3%	1,498	3%
Other	669	8%	4,130	7%
<b>TOTAL</b>	<b>8,415</b>		<b>55,519</b>	

**Trip Stats by Member Type (Tempe Only)**

**Table 7**

Member Type	Oct Trips	%	Trips YTD	% YTD
Pay-as-you-go	1,113	31%	2,733	38%
7 Day Pass	324	9%	744	10%
Annual	57	2%	78	1%
Monthly	338	10%	913	13%
Student	1,704	48%	2,581	36%
Other	17	0%	101	1%
<b>TOTAL</b>	<b>3,553</b>		<b>7,150</b>	

Saturday, October 21st was the highest day for regional ridership with a total of 340 trips taken. For trips originating in the Tempe service area, Saturday, October 7th was the top day for ridership with 182 trips taken.

# Station Performance

## Regional Station Performance

Table 8

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
T20 Tempe Center for the Arts	717	P169 Yuma St / Central Ave	3
T27 McAllister Ave / Apache Blvd	562	M122 462 N. Drew St. (Drew Community Park)	2
P123 5th Ave / Fillmore St	545	T06 McClintock Dr / Rio Salado (Tempe Marketplace)	2
T16 Apache Blvd / Rural Rd	543	M109 Main St / Horne	0
P106: 1st St / Washington St (Sponsored by SRP)	515	M110 2nd St / Hobson	0
P120 Central Ave / Taylor St (Sponsored by SRP)	513	M111 Broadway / Olive	0
P127 Central Ave / Roosevelt St	497	M119 5th St. and Hibbert (Escobedo Park)	0
T 14 College Ave / University Dr	491	M123 1st Place and Date St.	0
P124 3rd St / Taylor St	487	P151 3131 S. Central Ave (Audubon Center)	0
T17 Tempe Beach Park	426	P176 Buckeye Rd / 13th St	0

## Tempe Station Performance

Trips started and ended at each station in the Tempe service area

Table 9

Station Name	Racks	In	Out	Total	Low [%]	Full [%]
T20 Tempe Center for the Arts	10	357	360	717	0	0.16
T27 McAllister Ave / Apache Blvd	25	292	270	562	0	2.43
T16 Apache Blvd / Rural Rd	15	281	262	543	0.61	0.81
T14 College Ave / University Dr	15	263	228	491	0	18.94
T17 Tempe Beach Park	25	215	211	426	0	0
T03 Rural Rd / Terrace Rd	11	209	167	376	0	13.54
T04 Apache Blvd / Dorsey Ln	10	172	161	333	0	9.61
T13 College Ave / Apache Blvd	15	141	156	297	0	4
T11 University Dr / Mill Ave	20	154	126	280	0	0.89
T15 8th St / Dorsey Ln	10	139	138	277	0.13	6.21
T31 6th St / Mill Ave	15	152	118	270	0	12.4
T29 Tempe Town Lake Marina	9	132	131	263	0	5.11
T02 3rd St / Mill Ave	9	124	92	216	0	19.24
T05 McClintock Dr / Apache Blvd	15	115	93	208	0	0
T18 Neil Giuliano Park	15	89	93	182	0	0
T28 Rio Salado Pkwy / Mill Ave	10	93	87	180	0	0
T01 5th St / Forest Ave	20	86	87	173	0	0.9
T26 ASU Memorial Union	23	72	84	156	0	0
T25 University Dr / ASU Student Housing	25	57	56	113	0	3.46
T24 Westside Center	10	58	50	108	0	0.89
T21 Forest Ave / Lemon St (Gammage)	20	54	45	99	0	0
T08 Apache Blvd / Price Rd	10	26	36	62	0	0
T19 Kiwanis Park	15	32	30	62	0	0
T10 Washington St / Priest Dr	10	11	32	43	7.78	0
T12 Rural Rd / Southern Ave	10	28	13	41	0	28.34
T30 Evelyn Hallman Park	8	17	17	34	0	0
T22 Baseline Rd / Priest Dr	10	16	11	27	0	0

T09 Washington St / Center Pkwy	9	6	12	18	11.75	0
T23 Escalante Center	10	4	4	8	0	0
T32 North Tempe Multi Gen Center	10	3	2	5	0	0
T07 Smith-Martin / Apache Blvd	10	3	1	4	0	0
T06 McClintock Dr / Rio Salado Pkwy	10	1	1	2	0	0

In October 2017, two new stations were added to the system which included T21 Forest Ave and Lemon St (Gammage) and T32 North Tempe Multi Gen Center. Three other stations were moved as follows:

- T03: Moved the station at Rural Rd. and University Dr. to Rural Rd. and Terrace Rd. near the LRT station.
- T26: Moved the station from the east side of McAllister Ave. north of Apache Blvd. to the ASU Memorial Union.
- T25: Moved the station from Veterans Way and University Dr. to University Dr/ASU Student Housing near the ped bridge.

## Environmental Impact

Table 10

	Full System	YTD	Tempe Only	YTD
Calories Burned	543,378	3,713,960	257,800	1,056,200
Carbon Offset	11,979 lbs	81,707 lbs	5,671 lbs	23,236 lbs

\*Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.

\*Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO<sub>2</sub> per mile and an assumption that the trip was taken in lieu of driving a car the same distance.

# Maintenance & Rebalancing Operations

## System-Wide Operations Data

Table 11

	System Wide	Tempe
Average number of bikes in service each day	811	N/A
Bikes inspected in field	3,742	1,383
Bicycles repaired	144	106
Average bike repair time	24-48 hrs	24-48 hrs
Bikes lost or stolen	0	0
Graffiti Cleaned	6	3

### Out of Station Lock-Ups in Tempe

Of the 3,553 trips started in the Tempe system area in October, 297 were ended outside of a station. Some of the top out-of-station lock up areas were scattered across the ASU campus, S Mill Ave and E 5<sup>th</sup> St., outside the ASU Aquatic Center, S Rural Rd. and Lemon St. and the Safeway market complex at S Rural Rd. and E Broadway Rd.

### Reported Repairs/Issues (Full System)

Table 12

	Type of Issue	October	YTD
1	Shifting/Pedaling	28	566
2	Other	48	74
3	Lock	5	281
4	Flat Tire	54	79
5	Keypad	5	100
6	Seat	10	63
7	Brakes	10	337
8	Lighting	2	28
9	Frame	9	55

Compared to the previous month there was a .17% decrease in repairs/issues reported by users via the bikes on-board keypad. In October, 2.14% of all trips resulted in a user submitted repair request.

# Customer Service Reporting

The top customer service contact category in October was Member Inquiries.

Table 13

Reason For Contact	October Created Cases (Full System)	YTD
Member Inquiries	40	250
Billing	38	258
Account Management	14	144
Bike Issue	16	155
Charges	15	109
General Education	9	154
Operations	12	127
Sign Up	4	57
Hub Request	1	30
Partnerships	2	63
New Program Request	0	6
<b>Total CS Cases Created</b>	<b>151</b>	<b>1,353</b>

## Customer Service Responsiveness (Full System)

Table 14

Time of call/email request	
Avg time to answer	69 seconds
Avg duration of call	4 min 56 Sec

## Service Levels

Agreed Service Levels for Operations within the Tempe System Area  
Table 15

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	98%
Bicycles fully operational (%)	100%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

## Financial Summary

In October, the average revenue for the full system was \$24.22 per bike and \$2.33 per trip.  
Table 16

Revenue Category	Full System	% of Total	Tempe Only
Membership Fees	\$8,483	42%	N/A (data only available for full system)
Ride Fees	\$11,429.47	56%	\$5,582.79
Out of Hub Fees	\$1,080.00	5%	\$598 (combined fees)
Out of System Area Fees	\$40.00	0%	N/A
Rider Bonuses Given	-\$645.00	-3%	-\$335
<b>TOTAL</b>	<b>\$20,387</b>		<b>\$5,845.79</b>

\*Data has not been audited and is only to be used as an approximation of Gross Revenue

# Marketing Summary

## Social Media

Table 17

Social Media Outlet	Interactions
Facebook	6,704
Twitter	20,000

## Events

Table 18

Event Name	Date	Est. Interactions
ASU Bike Registration	10/3	200
Web PT Health Fair	10/6	300
Tour De Fat	10/7	40
Tempe Happy Hour at the Hub: Neil Giuliano Park	10/10	20
Tempe Tourism Luncheon	10/17	200
Phoenix Happy Hour at the Hub: Civic Space Park	10/19	20
Aeroterra Community Center Grand Opening	10/19	80
Tempe Happy Hour at the Hub: Escalante Center	10/28	4
Downtown Pedal Around	10/29	100

# Weather

(Source: [www.wunderground.com](http://www.wunderground.com))

Table 19

Oct	Trips	Temp. (°F)			Precip. (in)	Events
		Full Sys	high	low		
<a href="#">1</a>	243	98	69	84	0	
<a href="#">2</a>	292	92	69	81	0	
<a href="#">3</a>	250	97	69	83	0	
<a href="#">4</a>	298	99	70	85	0	
<a href="#">5</a>	317	98	75	87	0	
<a href="#">6</a>	296	97	69	83	0	
<a href="#">7</a>	325	96	66	81	0	
<a href="#">8</a>	223	94	65	80	0	
<a href="#">9</a>	210	89	66	78	0	
<a href="#">10</a>	195	91	62	77	0	
<a href="#">11</a>	276	98	71	85	0	
<a href="#">12</a>	296	94	66	80	0	
<a href="#">13</a>	224	95	68	82	0	
<a href="#">14</a>	323	94	67	81	0	
<a href="#">15</a>	242	97	65	81	0	
<a href="#">16</a>	260	99	69	84	0	
<a href="#">17</a>	272	97	72	85	0	
<a href="#">18</a>	272	96	71	84	0	
<a href="#">19</a>	261	96	74	85	0	
<a href="#">20</a>	271	89	68	79	0	
<a href="#">21</a>	340	85	66	76	0	
<a href="#">22</a>	233	92	61	77	0	
<a href="#">23</a>	242	97	63	80	0	
<a href="#">24</a>	277	99	67	83	0	
<a href="#">25</a>	300	94	71	83	0	
<a href="#">26</a>	262	93	66	80	0	
<a href="#">27</a>	285	92	61	77	0	
<a href="#">28</a>	314	92	64	78	0	
<a href="#">29</a>	236	91	65	78	0	
<a href="#">30</a>	291	86	63	75	0	
<a href="#">31</a>	289	82	63	73	0	